Ph. D. Research Proposal

Title –

Print media coverage of Swami Ramananad Teerth Marathawada University, Nanded and its impact on stakeholders.

Background:-

From ancient Bharat to modern India, higher education has always occupied a place of prominence in Indian history. In ancient times, Nalanda, Taxila and Vikramsila universities were renowned seats of higher learning, attracting students not only from all over the country but from far off countries like Korea, China, Burma (now Myanmar), Ceylon (now Sri Lanka), Tibet and Nepal. Today, India manages one of the largest higher education systems in the world*. (Source Genesis of UGC https://www.ugc.ac.in/page/Genesis.aspx)

TheMission Statement:"Swami Ramanand TeerthMarathwada University pledges itself to uphold zealously its mission of promoting acquisition and dissemination of knowledge through fearless and sustained pursuit of excellence aimed at moulding personalities of students entering its portals to grow with an upright character filled with enlightenment and to be the value adhering members of a just and humane society".

Vision: Enlightened Student: A Source of Immense Power. (Source Mission and Vision SRTMU, Nandedhttp://www.srtmun.ac.in/mr/about-srtmun/mission-and-vision.html)

Universities focus on their most pressing needs and on the greatest opportunities to improve lives. They tap a range of approaches - digital and information technologies, educational planning best practices, public-private partnerships, and policy change - to make a difference. They always put society first.In the approach to the Educational Mission, the objective is to promote Universities that provide core infrastructure and give a decent quality of Education, Knowledgeand Skills to its Society, a pure and sustainable education, knowledge and skills based environment. The focus is on sustainable and inclusive Communication and the idea is to look at under developedmodules, to create a replicable model which will act like a light house to other aspiring Universities.

The Swami Ramanand TeerthMarathwada University was established at Nanded by bi-furcating the Marathwada University, Aurangabad on 17th September 1994, the day on which in 1948 Hyderabad State was liberated from rule of the Nizam. Nanded is a district headquarters as well as a holy city situated on the banks of Godavari River in southeastern part of Maharashtra state.The University has been named after Swami Ramanand Teerth the Doyen of the Hyderabad Liberation Struggle and also a renowned educationalist and social activist. The University is to cater for southern part of Marathwada Region of Maharashtra State, specifically to the districts of Nanded, Latur, Parbhani and Hingoli.

The University Establishment Committee had visualized a region specific University with non conventional courses with a School system for Campus teaching to initiate and promote interdisciplinary and multidisciplinary studies. The university has redesigned its syllabi and courses in order to generate the human resource for the regional development. The courses are characterized by innovative ways in teaching, learning and evaluation with emphasis on the aspects of research, consultancy and extension services.

In the short time of operation the University has been granted recognition by the University Grants Commission (UGC), the apex educational body of Government of India, under 2(f) in March 1995 and under 12 (B) in May 1998, before completion of five years.it will be interesting to study how it has been covered by print media?Now a days Swami Ramanand TeerthMarathwada University, Nanded completed its glorious Twenty-Five Years of Service. So it is interesting to study how print media has given coverage to this initiative and what efforts University has taken to reach out their services to masses. Two regional language news dailies namely Lokmat and Sakal, and Two local editions of dailies Prajawani and Ekmatwill be considered for research. As these newspapers has highest circulation in University Territory and covers pan University Territory readership from Society.

Importance and Relevance: -

Marathwada is most ruralizedand under development region inIndia, Maharahtra,.Its rapid urbanisation increasing additional burden on an existing educational infrastructure inregion. SoSocietyis expecting better facilities for ease of Education.Also Student aspects better quality of educations and skills from Known Insitutions. To fulfill these aspirations of people Maharashtra government has initiated Swami Ramanand TeerthMarathwada University at Nanded. Twenty-Five years back in 1994 Under UGC act 2(F) and 12 (B) theUniversity was started by government and now we are witnessing huge developments at ground. It will be interesting to study how media is looking at theUniversity. Media's role is very crucial since starting of theUniversity. It was a one of major developmental project in Marathwada region. So it is very much important and relevant to study media's role in image building of Swami Ramanand TeerthMarathwada University, Nanded after its completion of Twenty-Five years.

Review of literature:-

While doing the review of literature regarding this topic researcher did not found any similar research on this particular topic. Researcher visited websites like Google Scholar, Academia, Shodhganga and SSRN (Social Science Research Network). After giving many searches on above mentioned sites about research topic, researcher has found some researches like how media is involved in promoting development agenda.

In a research paper by 'Peer Experience and Reflective Learning' named 'Exploratory Research on Educational Institutes- Theory, Policy and Practice' authored by A.N. Nanda Kishor and ZoyaSodhi the example of Educational development initiatives in Barcelona from Spain is discussed. Explaining about the project '22@' author states, "The communication process has been a key project. From the constitution of the trademark (22@) to media appearances, it has responded to the communication strategies to position itself both locally and globally. From an international perspective, 22@ has been a landmark project." Here the importance of communication strategies for promotion of aEducational Institutions like Univesities and its impact can be understood.

Hughton Mifflin in his research paper "The Role and Influence of Mass Media" Explain the thought or opinion process of human beings. What are basic sources and element, which helps the public to get the information, references and make their opinions? Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.Mass media is a significant force in modern culture, particularly in America. Sociologists refer to this as a mediated culture where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of

sources including TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of Brand, Trustworthy: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers, and other social elites become celebrities or "stars."

Media plays an important role in promotion of development process, Hussain A. Ahmed discussed the 'DEVELOPMENT COMMUNICATION - AN MEDIA PERSPECTIVE' and tried to explain the role of media and media persons in development communication for the development Organizations by the government. Ahmed writes, "The key role of development communication is to help people change their behaviour. Development journalism does not mean any particular institution. It means the whole communication process. It means new attitudes on the part of the government, the Press, radio and TV. Development issues could consist of these major policy decisions made by a nation that directly or indirectly affect the life of its people."

Explaining the impact of use of media for promoting development, Ahmed comments like, "When the media begins to identify and deal with development issues on a sustained basis they will generate public discussion and help organization and the people arrive at well-informed opinions. They will also help people out of their general apathy to those major events and issues that have a direct bearing on their lives."

D. Bhattacharya in his research paper 'Communication through Media coverage and Its Approaches' explain the process for development communicator. He argues that, "Development through communication is thus a specialised task of understanding the culture, society as well as human behavioural patterns. Using mass media for spreading information without proper goal and framework will lead to failure. Understanding the needs of the target audience thus becomes an absolute priority. Proper planning, usage of simple sentences and communicable language should be shelled with informative contents for better reach and accessibility."

Objectives: -

1. To Study the frequency, extent and nature of print media coverage of events in and issue related to SRTM, Nanded in selected newspapers. I e. Lokmat, Sakal, Prajawani, Ekmat
2. To enlist and analyse the source of news about SRTM, Nanded.
3. To Guage the image of SRTMU, Nanded among the Stakeholder of Univesity area.
4. Role of print media coverage in image building of SRTMU, Nanded

Research Methodology: -

To meet objectives researcher has decided to use mixed research methodology for this research. Content analysis of news items appeared in four news dailies from 20185 to June 2020. In-depth interviews of reporters of various newspapers including four dailies selected for the research involved in News coveragereleated to Swami Ramanand Teerth Marathada University, Nanded. Interviews of resident editors of four dailies selected for research to understand their approach about covering developmental issues. In-depth interviews of Swami Ramanand Teerth Marathada University, Nanded office bearers like

Hon.ViceChancellor, Pro.VC, Registrar, Senate Member, Dean and Directors of Faculty and School, and Public Relation Officer.

a) Quantitative Tools:

1. Content analysis of news appeared in selected newspapers.Public survey Sample of 1500 (Random/Sectional).

b) Qualitative Tools:

1. In-depth interviews of journalists who covers Swami Ramanand Teerth Marathada University, Nanded, and Education Bit for variousmedia organisations.

2. In-depth interviews of Swami Ramanand Teerth Marathada University, Nandedoffice bearers.

Scope:-

This study is focused on understanding the role of print media in development communication with respect to the implementationprocess of Swami Ramanand Teerth Marathada University, Nanded. This study will be restricted to the Swami Ramanand Teerth Marathada University, Nandedterritory area where the Institution is being implemented. Researcher has set the time frame from 2018 to 2020 to review the news coverage got to the Swami Ramanand Teerth Marathada University, Nandedin selected four newspapers. i.e Daily Lokmat, Sakal, Prajawani and Ekmat

Proposal by –

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